

## STATE OF INDIANA

Michael R. Pence, Governor

DEPARTMENT OF ADMINISTRATION

Procurement Division

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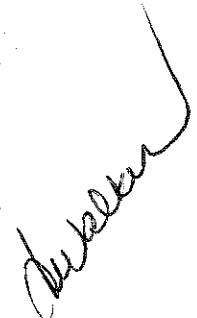
### Award Recommendation Letter

Date: July 11, 2014

To: Debra Walker, Deputy Commissioner Procurement, Indiana Department of Administration

From: Adam Thiemann, Account Manager, Indiana Department of Administration

Subject: Recommendation of Selection for RFP-14-058, BMV Centralized Production and Direct Distribution of License Plates and Registration Documents



Based on the evaluation by our team, I recommend for selection Intellectual Technology, Inc. to begin contract negotiations to provide on-demand production and distribution of all Indiana license plates and registration documents for the Bureau of Motor Vehicles.

For the License Plates Category

*Intellectual Technology, Inc. is committed to subcontract 8.51% of the contract value to Pillow Logistics, a certified Minority-owned firm, 24.08% of the contract value to Midwest Presort, a Women-owned firm, and 1.11% ,2.49 % of the contract value to RJM Logistics and Professional Management Enterprises, respectively. Both of these are certified Indiana Veteran-owned firms.*

For the Registration Documents Category:

*Intellectual Technology, Inc. is committed to subcontract 13.28% of the contract value to Pillow Logistics, a certified Minority-owned firm, 16.15% of the contract value to Midwest Presort, a Women-owned firm, and 6.11% of the contract value to Professional Management Enterprises, a certified Indiana Veteran-owned firm. Terms of this recommendation are included in this letter.*

Respondents were allowed to submit proposals for: 1) the entire production and distribution of the license plates, 2) the entire production and distribution of the registration documents, or 3) the entire production and distribution of both the license plates and the registration documents.

The evaluation team received proposals from four (4) respondent(s). Below are the respondents and the categories for which they submitted a proposal.

- 3M- License Plates
- AWRC/Post Masters Division- Registration Documents
- Intellectual Technology, Inc.- License Plates and Registration Documents
- Pen Products- License Plates

The proposals were evaluated by IDOA and an evaluation team according to the following criteria established in the RFP:

- Adherence to Requirements (Pass/Fail)
- Management Assessment/Quality (35 points)
- Price (25 points)
- Indiana Economic Impact (5 points)
- Buy Indiana/Indiana Company (10 points)
- Minority Business Participation (10 points)
- Women-Owned Business Participation (10 points)
- Veteran Business Enterprise participation (5 points)

The proposals were evaluated according to the process outlined in section 3.2 ("Evaluation Criteria") of the RFP. Scoring was completed as follows:

**A. Adherence to Requirements**

The proposals were reviewed for adherence to mandatory requirements. All respondents moved on from this step.

**B. Management Assessment/Quality (MAQ)**

**Business Proposal**

For the business proposal evaluation, the team considered each respondent's ability to serve the state regarding the following sections of the business proposal: company structure, company financial information, references, and experience serving similar clients.

**Technical Proposal**

For the technical proposal evaluation, the team considered each respondent's proposal in the following categories: management and security of data, proposed solution and technology, implementation and transition, customer service and account management, shipping/delivery, reporting, joint venture, and disaster recovery.

The evaluation team's scores were based on a review of each respondent's proposed approach to each section of the technical proposal, Section 2.4, as well as specific questions that respondents were asked to respond to in the RFP and clarifications.

Results of the management assessment/quality evaluation are shown below:

**Table 1A: MAQ Scores – License Plates**

Respondent	MAQ Score (35 Max)
3M	32.63
Intellectual Technology, Inc.	32.75
PEN Products	16.19

**Table 1B: MAQ Scores – Registration Documents**

Respondent	MAQ Score (35 Max)
AWRC/ Post Masters	30.94
Intellectual Technology, Inc.	32.75

**C. Cost Proposal**

Price was measured on a pro-rata share for each category. The vendor who proposed the lowest cost to the BMV received the full 25 points. All other vendors received a share of those points based on their relative cost. Each respondent was given the chance to submit revised pricing. The scores in Tables 2A, 2B, 3A, 3B are reflective of the updated pricing.

**Table 2A: Cost Scores – License Plates**

Respondent	Cost Score (25 Max)
3M	22.56
Intellectual Technology, Inc.	25.00
PEN Products	22.59

**Table 2B: Cost Scores – Registration Documents**

Respondent	Cost Score (25 Max)
AWRC/ Post Masters	25.00
Intellectual Technology, Inc.	23.55

**D. Short-List**

The cost scores were then combined with the Management Assessment and Quality Scores to generate the total scores for this step of the evaluation process as described in the RFP. The combined scores out of a maximum possible 60 points are tabulated in Tables 3A and 3B below.

**Table 3A: MAQ + Cost Scores – License Plates**

Respondent	MAQ Score (35 Max)	Cost Score (25 Max)	Total Score (60 Max)
3M	32.63	22.56	55.19
Intellectual Technology, Inc.	32.75	25.00	57.75
PEN Products	16.19	22.59	38.78

**Table 3B: MAQ + Cost Scores – Registration Documents**

Respondent	MAQ Score (35 Max)	Cost Score (25 Max)	Total Score (60 Max)
AWRC/ Post Masters	30.94	25.00	55.94
Intellectual Technology, Inc.	32.75	23.55	56.30

The evaluation team noted that the results in Tables 3A and 3B highlighted the natural break between PEN Products and the remaining respondents. PEN Products was eliminated from consideration at this stage.

The remaining respondents were invited for oral presentations to present on a provided agenda. At the conclusion of presentations, the evaluation team was given the opportunity to revise their MAQ scores. The updated MAQ scores are reflected below in Tables 4A and 4B.

#### **E. IDOA Scoring**

IDOA scored the remaining respondents in the following areas – Buy Indiana (10 points), Indiana Economic Impact (5 points), Minority and Women Business Participation (10 points each), and Veteran Business Enterprise(5 points) using the criteria outlined in the RFP. When necessary, IDOA clarified certain Buy Indiana, Indiana Economic Impact, and Minority, Women, and Veteran Business Participation information with the respondents.

**Table 4A: Final Overall Evaluation Scores – License Plates**

Respondent	Management Assessment/ Quality Score (35 max)	Cost Score (25 max)	Buy Indiana (10 max)	Indiana Economic Impact (5 max)	MBE (10 max + 1 bonus)	WBE (10 max + 1 bonus)	VBE (5 max + 1 bonus)	Total Score (100 max)
3M	32.13	22.56	10.00	3.99	-1.00	11.00	-1.00	77.68
Intellectual Technology, Inc.	34.31	25.00	10.00	5.00	11.00	10.00	6.00	101.31

**Table 4B: Final Overall Evaluation Scores – Registration Documents**

Respondent	Management Assessment/ Quality Score (35 max)	Cost Score (25 max)	Buy Indiana (10 max)	Indiana Economic Impact (5 max)	MBE (10 max + 1 bonus)	WBE (10 max + 1 bonus)	VBE (5 max + 1 bonus)	Total Score (100 max)
AWRC/ Post Masters	27.69	25.00	10.00	5.00	10.00	10.00	5.00	92.69
Intellectual Technology, Inc.	34.31	23.55	10.00	3.44	11.00	11.00	6.00	99.30

#### **Award Summary**

During the course of evaluation, the State scrutinized all proposals to determine the viability of the proposed business solutions to meet the goals of the program and to meet the needs of the

State. The team evaluated proposals based on the stipulated criteria outlined in the RFP document.

The term of the contract shall be for a period of five (5) years from the date of contract execution. There may be one (1) five-year renewal for a total of ten (10) years at the State's option.

A handwritten signature in black ink, appearing to read 'Adam Thiernann', is written over a horizontal line.

Adam Thiernann  
Account Manager  
Indiana Department of Administration

